



NFC Kick-Off



2017 Strategic Plan Update

July 25, 2017

Gafcon Inc.

History of the NFC



WHEN? — Launched during the Chris Cate City Council Campaign

WHAT? — Mechanism to gather and centralize District Priorities

Timeline



July 11, 2016: Strategic Plan Kick-off meeting

August to November: Strategic Plan input solicited, plan written and adopted by NFC



Winter 2016: Strategic plan implemented in FY 18 budget priority memo

January and April 2017: Councilmember Cate provided two NFC updates on Strategic Plan in Mira Mesa and Clairemont



The Interaction between City Hall, the NFC and District 6

2017 Objectives



These objectives way to hold Council Office accountable

Strategic Plan has both district wide and neighborhood specific objectives

Objectives have served as guidance since Day 1 in office

Staff developed an internal plan to achieve these objectives

Objectives have helped guide our policy goals and budget priorities

Infrastructure Objectives

Increase the amount of investment in infrastructure in D6 and increase resident participation in prioritizing projects

Increase participation in the Community planning process

ONGOING PROJECT

There are active Community Plan Updates in Clairemont, Kearny Mesa, and Mira Mesa

These Community Plan Updates provide an opportunity for residents to advocate for the future of their neighborhoods

Opportunities for reallocation of projects funds ✓

Our office successfully transferred \$35K in funding to begin the design phase of the Olive Grove Community Park

These funds allocated will be used to create ADA improvements at Olive Grove Park

Promote the Get it Done App for residents

The Get it Done app launched on May 20, 2016

In the first full year of operation there were 10,813 reports in District 6 alone

Provide easy access to ongoing projects ✓

*Letters, emails and Nextdoor posts for any streets repairs or large projects
My office requested a street paving audit to ensure quality of work is held to the highest standard*

Monthly Updates at community meetings of ongoing projects and improvement

District CIP projects posted online

Increase participation in the Community planning process

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Promote the Get it Done App for residents

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Traffic Objectives

Reduce congestion on neighborhood streets and promote alternative transportation options

My office regularly monitors the SANDAG 2050 Regional Transportation Plan to ensure bus rapid transit is implemented in the district

Explore traffic reconfiguration

Mira Mesa Boulevard was the first street to receive traffic signal optimization, reducing travel times by over 20%. City staff are exploring the feasibility of expanding the program through the length of Mira Mesa Boulevard

Review current bus routes

Ongoing project to work with Metropolitan Transit Systems (MTS) and regional partners to incorporate solutions that will alleviate traffic concerns

Promote Alternative Transportation Methods

SANDAG working to bolster Bus Rapid Transit program and is incorporating modernized transit signal priority systems to reduce traffic congestion. Our office continues to monitor the SANDAG 2050 Regional Transportation Plan, and the importance of bus rapid transit (BRT) in District 6

Worked with Zip Car to bring program to Kearny Mesa and Convoy.

Zip Car presented to the Kearny Mesa Planning Group, our staff is working with City staff and the community on this proposal

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Community Engagement Objectives

Increase the transparency of information for residents and level of civic participation

Introduce NFC concept to neighborhood groups

Last fall, Chris and NFC members presented presentation, strategic plan and timeline to community groups through D6 to solicit input for the 2017 Strategic Plan.

Encourage & facilitate neighborhood self-identification

Formed a banner district with Encision Miramar, spanning all of Miramar Road
Joined Madison High School to rename Kesting Street as Warhawk Way, after the mascot
Conducted an Honorary Street Name Change of Castleton Drive to Mark Howell Drive

Create centralized volunteer database to increase coordination

Working with community groups and non-profit organizations to use existing volunteer database platforms in District 6.

Our office works with the Pst Nabe of Latter Day Saints, their JustServe Website, and Vinn Vinn HEROES to promote community service events and volunteers

Promote and Participate in Nextdoor

District 6 was the first office to launch a Nextdoor Page

To date there are 12,438 households with Nextdoor accounts, 19% of the total households in D6

Regularly post to Nextdoor and respond to constituent concerns voiced through Nextdoor

Neighborhood Community Service & Educational Events

December- 2nd Annual Toys for Tots event providing hundreds of toys for children in need

May- Pet Resource Fair, provided 250 pet emergency kits with the help of the Humane Society

July- Hosted a 4th of July BBQ for volunteers and residents at the Miramar Senior Center

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Job Creation & Economic Growth

*Increase the ability of small businesses and
entrepreneurs to locate and/or expand their
businesses*

Advocate for Expansion of Economic Growth

*The Convoy District is working on establishing an
assessment district to expand commerce and
business*

*Envision Miramar is a branding program of the
Miramar corridor to establish a long term business
improvement district*



Promote internships between businesses and students

*Joined the San Diego Commission on Gang
Prevention & Intervention and the Workforce
Partnership for a youth job fair at Mira Mesa High
School*

*Worked with Coleman University and
San Diego EDC to open the Hornet's
Nest, San Diego's first indoor
unmanned aerial vehicle testing facility*

Promote veteran workforce development

Our office provided \$15,000 in CPPS funding to support The Rosie Network's Service2CEO program, where veterans and spouses are trained on how to establish and maintain their own business

Advocate for promotion of "San Diego Craft Beers"

*My staff and I have met with nearly every brewery in
the district, totaling 32 with more set to open*

*We also joined the San Diego Craft Beer Association for
a bike tour. Our office would like to see this program
expanded*

*Partnered with UCSD, the Center for Sustainable
Energy and the Brewers Guild to launch Beer
Powered Beer- an initiative to convert waste from
the brewing process into renewable energy*

Public Safety Objectives

Increase awareness and use of tools residents can use to increase safety in their neighborhood

Neighborhood Watch

Worked with our Neighborhood Watch Coordinator to continue expanding Neighborhood Watch Groups in Clairemont, while also expanding groups in Mira Mesa

Established Neighborhood Watch groups in Kearny Mesa in June 2017

Continue to provide updated crime statistics to Neighborhood Watch groups as they are established

Identify funding opportunities for Neighborhood Watch signs

Our office has successfully allocated CPPS funding for Neighborhood Watch signs in Mira Mesa and Kearny Mesa

Utilize Social Media to provide crime prevention tips



Posting crime prevention, safety, and tips on Facebook, Twitter, and Nextdoor

Office mailings providing tips and helpful numbers

Improve fire safety

Planning emergency pet safety event, where residents will receive fire safety and evacuation tips, and free emergency pet kits

Regularly send fire safety information letters and post to Nextdoor

There is an ongoing study for Brush Management safety being conducted by the Fire Marshal, we will provide the results of this study to the district

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Education

GOAL: Advocate for safe neighborhoods and expansion of programs for students to obtain skills necessary to fill good-paying jobs

My office joined the Workforce Partnership and the San Diego Commission on Gang Prevention & Intervention to host a job fair at the Mira Mesa Rec Center for youth in the community

Clairemont will be the first D6 neighborhood to begin the 52 weeks of science program. More than 56 STEM organizations will bring free science events weekly for the next year for students

Clairemont Objectives

Clairemont Senior Center – Established a 20 year lease with Lutheran Social Services to operate the facility

Transferred \$35K to the Olive Grove Community Park design phase to fund a draft of the park design

Advocated for the repaving of Mt Hubbard Ave & Mt Henry Ave, both slated for repaving on an upcoming contract

Met with Park & Rec staff to discuss opportunities for an off-leash dog park in the community

Initiated traffic studies for all locations identified in the NFC Strategic Plan.

Community Plan Update – Funding allocated for update; Project launched this past June.

Kearny Mesa Objectives

Convoy District- A Banner District has been formed, and staff is working on branding the district as a tourist destination. Our office work directly with the Community Planning Group and Convoy District that this is a priority for our office !

Community Plan Update-Funding has been allocated and a Community Plan Update is in progress 👍

Angled Parking in Convoy - Our office requested a study by Traffic Engineering for angled parking in Convoy. As a result, 218 additional spaces were identified in Convoy, and will be implemented this year

Mira Mesa Objectives

Epicentre Building - The Request for Proposals (RFP) for the Epicentre is out for public review at this time

Community Plan Update- Funding has been allocated to begin the Community Plan Update for Mira Mesa, slated to begin this year

Park projects-The Mira Mesa Recreation Council will vote to approve the General Development Plan for both the Wangeheim and Maddox Park expansions

Street repavings-Marbury Avenue was repaved last month after our office advocated on behalf of the community

Both Calle Dario and Hillery Drive are on a repaving contract in Mira Mesa. Hillery Drive was repaved last month and Calle Dario will be paved later this year

Park Village Objectives ✓

Encourage more code compliance and reporting- *City recently launched the "Get It Done" app to increase ease of reporting*

Median improvements- *Provided CPPS funding to the Park Village MAD for a WBIC- (weather-based irrigation controller) to improve the landscape and conserve water*

Evaluate options for additional exits during disasters-*ongoing project, Camino Del Sur extension is attached to the anticipated Merge 56 Project. The City Council will vote on the development this calendar year*

Canyonside Community Park - *CIP created to install new HVAC system, the PQ Planning Board voted to use \$133K for the design of the HVAC, and the Rec Council will fund the installation contingent on cost*

Resurface Park Village Rd. - *Park Village Road east of Dormouse was recently resurfaced*

Sorrento Valley Objectives

Weed Abatement- *Our office worked with Park and Recreation staff for additional brush management on Calle Cristobal and Sorrento Valley Boulevard earlier this year*

Banner Committee- *Our office will reach out to Economic Development to discuss options for business driven banners*

Fire Safety - *My staff reached out to Park and Recreation and the Fire Department for additional brush management and inspections in Sorrento Valley*

Strategic Plan Timeline



Expectations and role of the community

NFC relies on neighborhood input and participation

NFC will solicit and collect input from neighborhood groups and residents

Neighborhood organizations are asked to put priority submission items on agendas in the fall

Priority lists should be actionable items from the City and be a measurable objective

NFC will collect and select final priority list to submit to Council Office

City Budget Schedule



January/February- Council submits budget priority memos to IBA

February/March-Mayor/COO/CFO develop annual budget work plan

April 15-Mayor releases proposed budget

May-Full council deliberations, recommendations and modifications on proposed budget

May-Mayor releases May revise

May/June-Council submits May revision budget priorities to IBA for final report and recommendations

June-Council must adopt or modify budget by June 15

July 1-New Fiscal Year begins